ORDER

104461 Orders Order / Rev: Alt Order #: 06832834 Product Desc: DSCC IE Estimate: 1407 Flight Dates: 10/09/12 - 10/15/12 Primary AE: Amy McCreary Original Date / Rev: 07/18/12 / 07/19/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Great American Media **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Democratic Senatorial Campaign Com Advertiser Name: Demographic: A35+ New Business Thru:

Product Codes:

Priority:

PLI2,PLI1

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

SELECT PRIORITY CODE

Order Separation:

Totals

Older Separation.

Advertiser External ID:

Agency External ID:

Bill Plan

 Start Date
 End Date
 # Spots
 Gross Amount
 Net Amount

 10/01/12
 10/15/12
 130
 \$105,000.00
 \$89,250.00

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	130	\$105,000.00	\$89,250.00	0.00
Totals	130	\$105,000.00	\$89,250.00	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Army McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$105,000.00
Market	100%	\$375,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	29%	\$108,750.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$67,500.00
KTUD	1%	\$3,750.00
KVVU	17%	\$63,750.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$26,250.00

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Ī	Ξ 1	KSNV	10/09/12	10/15/12	M-F 5-6a WakeU	p w/Wa@M	5-6a	MTWTF	:30	5	\$450.001	0.00 NM	5	\$2,250.00
					M-F 5-6a WakeU	Jp w/Wagners								
		WAKE U	JP WITH "	THE WAG	NERS				•					
		Star	rt Date I	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	W	/eek: 10/0	09/12	10/15/12	MTWTF	5	\$450.00	0.00						

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Order / Rev:

104461

Advertiser:

Democratic Senatorial Campaign Comm

Ait Order #:

06832834

Product Desc:

DSCC IE

Flight Dates:

10/09/12 - 10/15/12

Estimate:

1407

Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	nte	Rate Pri	Rtg Type S	inote	Amount
		M-F 5-6a WakeUp M-F 5-6a WakeU	MgsW\w c	5-6a	MTWTF	:30	5	\$450.001	0.00 NM	5	\$2,250.00
WAKE UP WITH TH		NERS									
	<u>nd Date</u> 0/15/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$450.00	Rating 0.00						
E 2 KSNV 10/09/12 1		Wake Up Early W	_	430a-5a	MTWTS	:30	4	\$200.001	0.00 NM	4	\$800.00
WAKE UP EARLY \ Start Date E	W/THE W nd <u>Date</u>	'AGNERS Weekdays	Spots/Week	Rate	Rating						
Week: 10/09/12 10	0/15/12	MTWTS	4	\$200.00	0.00						
E 3 KSNV 10/09/12 *		M-F 6-7a WakeU	_	6-7a	MTWTF	:30	5	\$700.001	0.00 NM	5	\$3,500.00
	nd Date	Weekdays	Spots/Week	Rate	Rating						
	0/15/12	MTWTF	5	\$700.00	0.00			4000.004			
E 4 KSNV 10/09/12 TODAY SHOW	10/15/12	Today Show Today Show	СМ	658a-9am	MTWTF	:30	5	\$900.001	0.00 NM	5	\$4,500.00
Start Date E	nd Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/09/12 10 E 5 KSNV 10/13/12	0/15/12	MTWTF News 3 Sunrise -	SATURNIA 5	\$900.00 6a-7a	0.00 S-	:30	1	\$275.004	0.00 NM	4	作のフェムの
E 5 (GNV 10/13/12	10/13/12	News 3 Sunrise S		Oa-7a	5-	.30	'	\$375.001	U.UU NIVI	1	\$375.00
NEWS 3 AT SUNR		Mookdova	Chata Maak	D-t-	Deties						
	<u>nd Date</u> 0/14/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00						
E 6 KSNV 10/13/12		Saturday Today Saturday Today	СМ	7a-9am	S-	:30	2	\$625.001	0.00 NM	2	\$1,250.00
SATURDAY TODA		Mookdayo	Cnoto Milosk	Dete	Dating						
	<u>nd Date</u> 0/14/12	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$625.00	Rating 0.00						
E 7 KSNV 10/14/12 NEWS 3 AT SUNR		News 3 Sunrise - News 3 Sunrise S		6a-7a	S	:30	1	\$375.001	0.00 NM	1	\$375.00
	nd Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
1	0/14/12	Ourden Teden	1	\$375.00	0.00			4	0.00.484		
E 8 KSNV 10/14/12		Sunday Today Sunday Today	СМ	7a-8am	S	:30	1	\$750.001	0.00 NM	1	\$750.00
Start Date E		<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
E 9 KSNV 10/14/12		Meet the Press Meet the Press	CM	8a-9am	S	:30	1	\$3,000.001	0.00 NM	1	\$3,000.00
	5 <u>ind Date</u> 0/14/12	Weekdays S	Spots/Week	<u>Rate</u> \$3,000.00	Rating 0.00						
E 10 KSNV 10/14/12	10/14/12			9a-930am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
NEWS 3 TODAY/W Start Date E	VKEND ind Date	Wookdaya	Cnoto Missi	Data	Doting						
	0/14/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
E11 KSNV 10/14/12		Chris Matthews S		9:30a-10a	S	:30	1	\$600.001	0.00 NM	1	\$600.00
CHRIS MATTHEW Start Date <u>E</u>	S SHOW ind Date	Weekdays	Spots/Week	Poto	Rating						
	0/14/12	<u>vveekdays</u> S	Spois/week 1		0.00						
E 12 KSNV 10/09/12	10/15/12	-		9-10a	MTWTF	:30	5	\$425.001	0.00 NM	5	\$2,125.00
TODAY SHOW II		M-F Today Show	V 11						Į		
Start Date E	End Date	<u>Weekdays</u>	Spots/Week		Rating				İ		
Week: 10/09/12 1 E13 KSNV 10/09/12	0/15/12 10/15/12	MTWTF	CM	\$425.00 10am-11am	0.00 MTWTF~~	:30	- 5	\$325.001	0.00 NM	E	\$1 60E 00
TO RONV 10/03/12	10/10/14		OIVI	ivalii" i idill	laf i An i i i → →	.50	Ç	φυ ζ υ.00 Ι	0.00 NM	5	\$1,625.00

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Advertiser:

Democratic Senatorial Campaign Comm

Alt Order #: Flight Dates: 06832834

Product Desc:

10/09/12 - 10/15/12

DSCC IE

Estimate:

1407

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
			M-F Today Show	III 4th H						<u> </u>		
TODAY	' SHOW I	III	Today 4th Hour									
	irt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10		10/15/12	MTWTF	5	\$325.00	0.00						
E 14 KSNV	10/09/1	2 10/15/12	Rachael Ray	СМ	11am-12pm	MTWTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
DAOUE			Rachael Ray									
RACHE	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/15/12	MTWTF	<u>opota/vreek</u>	\$325.00	0.00						
		2 10/15/12	Noon News	СМ	12-1230pm	MTWTF~~	:30	5	\$425.001	0.00 NM	5	\$2,125.00
			Noon News		•							
	3 AT NO		M 41-4	O4- (M1-	D-4-	D. C						
Sta Week: 10	art <u>Date</u> /09/12	End Date 10/15/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$425.00	<u>Rating</u> 0.00						
E 16 KSNV			The Agenda 1230		1230-1p	MTWTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
- 10 110111V	10.00,	- 101,101,1-	The Agenda 123		1400 lb	*******		Ū	4020100 1	0.00 (1111)	Ŭ	φ1,020.00
NEWS	4: THE A	GENDA										
	art Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week 5	Rate	Rating				i		
Week: 10 E 17 KSNV		10/15/12	Days of our Lives		\$325.00 1258p-2pm	0.00 MTWTF	:30	5	\$425.001	0.00 NM	5	\$2,125.00
E IT KONV	10/09/1	12 10/10/12	Days of our Lives		rzoop-zpm	MI MI L	.30	5	₹420.00 I	U.UU INIVI	ວ	φZ, 1Z3.00
DAYS	OF OUR	LIVES	•									
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10		10/15/12	MTWTF	5	\$425.00	0.00					_	
E 18 KSNV	10/09/1	2 10/15/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
THE D	OCTORS	;	THE DOCLOIS									
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10	/09/12	10/15/12	MTWTF	5	\$325.00	0.00						
E 19 KSNV	10/09/1	12 10/15/12		CM	3-4p	MTWTF	:30	5	\$450.001	0.00 NM	5	\$2,250.00
DR. PH	411		Dr Phil									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/09/12	10/15/12	MTWTF	5	\$450.00	0.00						
E 20 KSNV	10/09/1	12 10/15/12	NEWS 3 at 4 (1		4-5pm	MTWTF	:30	5	\$725.001	0.00 NM	5	\$3,625.00
EIDET	VIEWS 3	AT FOUR	4PM NEWS (1 h	our)	(4:00 PM-4:3	0 PM)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10		10/15/12	MTWTF	5		0.00				l l		
E 21 KSNV	10/09/	12 10/15/12	NEWS 3 at 4 (1	HOUR)CM	4-5pm	MTWTF	:30	5	\$725.001	0.00 NM	5	\$3,625.00
L/EIA40	4.67.40		4PM NEWS (1 h	our)	(4:30 PM-5:0	0 PM)						
	4 AT 430		Mookdous	Spots/Week	Doto	Dating						
<u>ي.</u> Week; 10	art <u>Date</u>)/09/12	End Date 10/15/12	<u>Weekdays</u> MTWTF	<u>apota/week</u>	<u>Rate</u> \$725.00	<u>Rating</u> 0.00						
			M-F Early News	СМ	5-630p	MTWTF	:30	10	\$1,200.001	0.00 NM	10	\$12,000.00
			M-F Early News		·							
	NEWS	E 15.1	181. L.1	0 (88/)	ъ.	D (i		
<u>St</u> Week: 10	art Date	End Date 10/15/12	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00				1		
-			Sa-Su Early New		5pm-630pm		:30	2	\$675.001	0.00 NM	2	\$1,350.00
220 (10.11)	10, 10,	10/10/14	Sa-Su Early Nev		opin ocopin		.00	~	Ψ0101001	5.55 1111	-	ψ1,000.00
	EARLY N		•							ì		
	art Date	End Date	<u>Weekdays</u> S-	Spots/Week		Rating						
Week: 10		10/14/12		cdv/M/bc@M		0.00	130	1	\$50E 004	0.00 NM4	1	ዕድ ንድ ስለ
EZ4 NONV	10/13/	12 10/10/12	Weekend Jeopar WKND Jeop/Wh	-	630-730pm	5-	:30	1	\$525.001	0.00 NM	ŀ	\$525.00
WH/JE	ΕP											
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10		10/14/12	S-	1	\$525.00	0.00		_	44.000 = 5 :		_	A
E 25 KSN\	10/09/	12 10/15/12		CM	630-730pm	MTWTF	:30	5	\$1,300.001	0.00 NM	5	\$6,500.00

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104461

Advertiser:

Democratic Senatorial Campaign Comm

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06832834

Product Desc:

Flight Dates:

10/09/12 - 10/15/12

Estimate:

DSCC IE 1407

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots Rate Pri	Rtg Type Spo	ots	Amount
			M-F Jeop/Wheel M-F Jeopardy/Wh	neel of Fortune	e						
JEOPA	RDY		,,,						_		
<u>St</u> Week: 10	art <u>Date</u> /09/12	End Date 10/15/12	<u>Weekdays</u> MTWTF	Spots/Week 5	Rate \$1,300.00	Rating 0.00					
E26 KSNV	10/09/1	2 10/15/12	Face to Face w/ F		730-758pm	MTWTF	:30	5 \$900.001	0.00 NM	5	\$4,500.00
FACE	TO FACE										
<u>St</u> Week: 10	art <u>Date</u> /09/12	End Date 10/15/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$900.00	Rating 0.00					
E 27 KSNV	10/15/1	2 10/15/12	Mon PR 8-10p Monday Prime 8-	CM 10pm	8-10pm	M	:30	1 \$4,000.001	0.00 NM	1	\$4,000.00
THE V											
<u>St</u> Week: 10	art Date	<u>End Date</u> 10/21/12	<u>Weekdays</u> Maaaaa	Spots/Week	<u>Rate</u> \$4,000.00	Rating 0.00			ŀ		
			Wed PR 9-10p	CM '	9-10pm	W	:30	1 \$4.000.001	0.00 NM	1	\$4,000.00
	ORDER	L 10/10/12	Wednesday Prim		Отории	•	.00	1 \$1,000.001	5.50 NW	•	ψ1,000.00
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10		10/14/12	W	1	\$4,000.00	0.00					
E 29 KSNV	10/10/1	2 10/10/12	Wed PR 10-11p Wednesday Prim	CM se 10-11pm	10-11pm	W	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
CHICA	GO FIRE								i		
	art Date	End Date	<u>Weekdays</u> w	Spots/Week	Rate	Rating					
Week: 10		10/14/12	Sat PR 8-9p	CM	\$3,200.00 8-9pm	0.00	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
E CO ROIT	10, 10, 1	2 10/10/12	Saturday Prime 8		ООРШ	3	.00	1 \$1,200.001	0.00 14101	•	Ψ1,200.00
NBC F											
St Week: 10	art Date 0/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00					
		2 10/14/12		СМ	1P-9PM	S	:30	1 \$10,000.001	0.00 NM	1	\$10,000.00
SUN N	IT FB		NFL Football								
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10		10/14/12	S		\$10,000.00	0.00					
E32 KSNV	/ 10/14/1	12 10/14/12	News 3 Live in Prime	rime CM	7-10pm	S	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
NEWS	AFTER I										
<u>S</u> Week: 10	art Date	End Date 10/14/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$1,800.00	Rating 0.00					
			LAW & ORDER (SU 10-11p	S	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
		,,,,,	Law & Order (sy			_		. 4.,200.001			4.11.00.00
	& ORDER		107	0	D-4-	D-6					
<u>ა</u> Week; 10	tart <u>Date</u> 0/08/12	End Date 10/14/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$1,200.00	<u>Rating</u> 0.00					
			M-F News 3 at E M-F News 3 at E	leven CM	11pm-1135		:30	5 \$1,200.001	0.00 NM	5	\$6,000.00
NEWS	3 NIGHT	rside	Howa oat E								
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>					
Week: 1		10/15/12	MTWTF		\$1,200.00	0.00	.20	1 \$1,100.001	0.00 NM	4	64 400 0 0
E 22 K2W	i 10/13/	12 10/13/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135լ	pm5-	:30	ι φτ,του.συ1	0.00 NM	1	\$1,100.00
	3 NIGHT										
<u>S</u> Week: 1	tart Date	End Date 10/14/12	<u>Weekdays</u> S-	Spots/Week		Rating 0.00					
			Sa-Su News 3 at	ElevenCM	11pm-1135		:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
NICELAZO	3 NIGHT	TSIDE	Sa-Su News 3 a	t Eleven							
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating]		
Week: 1	0/08/12	10/14/12	S	1	\$1,100.00	0.00					
E37 KSN	/ 10/09/	12 10/15/12		CM	1135p-1237	'a MTWTF	:30	5 \$500.001	0.00 NM	5	\$2,500.00

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1407

Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
		The Tonight Show							· · · · · · · ·		
TONIGHT SHO	NA/ NA// 1A V I	Tonight Show									
Start Date	End Date		Spots/Week	Rate	Rating				1		
Week: 10/09/12	10/15/12	MTWTF~~	<u>Spots/week</u>	\$500.00	0.00						
	12 10/15/12	Late Night w/Fallor		1237a-136aı		:30	5	\$250.001	0.00 NM	5	\$1,250.00
200 110111 107007	1011011	Late Night w/Fallo		12070 10001		.00	J	Q200.00 .	0.00 140.	J	Ψ1,200.00
LATE NIGHT V	V/JIMMY FAL	•									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 10/09/12	10/15/12	MTWTF	5	\$250,00	0.00						
E 39 KSNV 10/09/	12 10/15/12		-	136-205am	MTWTF	:30	4	\$175.001	0.00 NM	4	\$700.00
		Last Call w/Carsor	n Daly								
LAST CALL WI				ъ.	.						
Start Date Week: 10/09/12	End Date 10/15/12	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$175.00	Rating 0.00						
			e CM			-20	- 4	¢4 400 004	0.00 NN		04 400 00
E 40 KSNV 10/13/	12 10/13/12	Saturday Night Liv Saturday Night Liv		1130pm-1:0	2amS-	:30	'	\$1,400.001	0.00 NM	1	\$1,400.00
SATURDAY NI	GHT LIVE	Saturday Night Liv	10								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	S-	1	\$1,400.00	0,00						
E 41 KSNV 10/14/	/12 10/14/12	Sports Night in La	s Vega@M	Sun 1135p-1	1200aS	:30	1	\$400.001	0.00 NM	1	\$400.00
		Sports Night in La	s Vegas								
SPORTS NIGH	IT IN LAS VE	GAS									
Start Date	End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12	10/14/12	S	1	\$400.00	0.00						

Totals \$105,000.00 130